

What is claimed is:

1. A method of analyzing web sites using a visualization tool, comprising the following steps:

storing web pages;

analyzing the stored web pages and generating a web page metric of the stored web pages; and

combining the web page metric with at least one of the stored web pages in a graphical user interface.

2. The method as claimed in claim 1, wherein the graphical user interface is an html-based or XML/XSL-based interface.

3. The method as claimed in claim 1, wherein the web page metric include at least one of number of promotional click-throughs.

4. The method as claimed in claim 1, wherein the graphical user interface includes a report region and at least one web page image corresponding to an entry in the report region.

5. The method as claimed in claim 4, wherein the report region includes a web page metric.

6. The method as claimed in claim 1, wherein the graphical user interface includes a web page region and a web page information region.

7. The method as claimed in claim 6, wherein the web page information region includes a web page metric.

8. A web site visualization tool for web analytics, comprising:

a graphical user interface;

a database storing historical data; and

a relationship engine able to retrieve historical data from said database and able to provide analyzed data to said graphical user interface.

9. The web site visualization tool as claimed in claim 8, wherein the graphical user interface is an html-based or XML/XSL-based interface.

10. The web site visualization tool as claimed in claim 8, wherein the analyzed data provided to said graphical user interface includes a web page metric.

11. The web site visualization tool as claimed in claim 10, wherein the web page metric include at least one of number of promotional click-throughs.

12. The web site visualization tool as claimed in claim 8, wherein said graphical user interface includes a report region and at least one web page image corresponding to an entry in the report region.

13. The web site visualization tool as claimed in claim 12, wherein the report region includes a web page metric.

14. The web site visualization tool as claimed in claim 8, wherein the graphical user interface includes a web page region and a web page information region.

15. The web site visualization tool as claimed in claim 14, wherein the web page information region includes a web page metric.